

The 6th International Conference of Applied and Creative Arts 2021

CONFERENCE E-PROCEEDINGS

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS



THE 6th
INTERNATIONAL CONFERENCE OF
APPLIED AND CREATIVE ARTS

17 - 18 August 2021

Virtual Conference

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Designed by: Ms Natasha Rusdy Wong

6th ICACA 2021 Conference E-Proceedings

International Conference of Applied and Creative Arts

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

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Email: icaca_event@unimas.my

eISBN:

978-967-2298-69-4

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ICACA 2021

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The 6th International Conference of Applied and Creative Arts 2021

17 August 2021

08:00 am - 08:50 am	Registration
08:50 am - 09:00 am	Opening Remarks by Dean, Faculty of Applied and Creative Arts, UNIMAS
09:00 am - 09:40 am	Parallel Session A (Cultural Arts) Parallel Session B (Animation) Parallel Session C (Performing Arts - Theatre) Parallel Session D (Design Technology part 1)
10:00 am - 11:00 am	Launching of ICACA 2021
11:00 am - 01:00 pm	Continuation of: Parallel Session A (Cultural Arts) Parallel Session B (Animation) Parallel Session C (Performing Arts - Theatre) Parallel Session D (Design Technology part 1)
01:00 pm - 02:00 pm	Lunch Break.
02:00 pm - 03:45 pm	Plenary Sessions: Keynote Speaker: Professor Dr. Luh Ding Bang Keynote Speaker: Professor Dr. Ruslan Abdul Rahim Keynote Speaker: Professor Dr. Lee Sun-Pil Keynote Speaker: Dr. Iain Adam Biggs <i>Moderator: Associate Professor Dr Musdi Hj. Shanat</i> <i>Rapporteur: Mr Abdul Walid Ali</i>
03:45 pm - 04:00 pm	Q and A session.
04:00 pm - 06:00 pm	Parallel Session E (Sustainability of Cultural Heritage) Parallel Session F (Fine Arts) Parallel Session G (Performing Arts - Music part 1)

17 August 2021

Parallel Sessions: CULTURAL ARTS
Day 1: Virtual Room A

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Rahah Hasan Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
09:15 am - 09:25 am	Faridah Sahari and Nashila Japeri	The Design elements of the Jatti Miriek's Headdresses in Miri, Sarawak
09:25 am - 09:35 am	Noria Tugang & Gregory Kiyai @ Keai	The Study of Material Culture of the Iban Community in Sarawak: Ngepan
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Noria Tugang, Benigel Royce Banaas, Alvine Natus, Maxwell Andy Anak Gaggat & Gregory Kiyai @ Keai	The Dusun Tindal Residents of Lasau Tintapon in Kota Belud, Sabah, A Tradition of Using Artefact Tajau
11:20 am - 11:30 am	Nur Farziana Angat & Rahah Hj Hasan	Perubahan Material dalam Kraftangan oleh Masyarakat Melayu di Saribas, Sarawak
11:30 am - 11:40 am	Wan Juliana Emeih Wahed, Saiful Bahari Mohd Yusoff & Noorhayati Saad	Academics' Perspective of the Visual Complexity and Community Acceptance of Pua Kumbu
11:40 am - 11:50 am	Noria Tugang, Nurul Hayati Rosli, Nur Wafika Izzatie Mohd Safar, Umidie Bahari & Ngali Tingi	The Uniqueness of the Motif Design in the Community of Uma Ukit, Belaga, Sarawak
11:50 am - 12:10 pm	Q & A Session	
12:10 pm - 12:20 pm	Moderator: Dr Rahah Hasan Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
12:20 pm - 12:30 pm	Zhu Yangyang & Faridah Sahari	A Study on the Value System of Nujiang Lisu Costume
12:30 pm - 12:40 pm	Mengshu Ding, Qistina Donna Lee Abdullah & Salmiah bt Abdul Hamid	Study on the Cultural Dissemination and Industrial Development of Hanfu in the Context of "One Belt, One Road"
12:40 pm - 12:50 pm	Liyana A. Truna, Noria Tugang, Norhunaini C. Mohd Shaipullah & Nur Rasfina D. Mahyan	Classification of Mathematical Transformation Concepts in Pua Kumbu based on Frieze Patterns
12:50 pm - 01:00 pm	Q & A Session	

17 August 2021

**Parallel Sessions: ANIMATION
Day 1: Virtual Room B**

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Mastika Lamat Rapporteur: Dr Loh Ngik Hoon	Introduction of Presenters
09:15 am - 09:25 am	Yousef Alallan & Ahmad Azaini Abdul Manaf	Student's Perceptions of the Employability Skills in the Animation Industry
09:25 am - 09:35 am	Ahmad Azaini Abdul Manaf, Siti Shukhaila Shaharuddin & Lee Sung-Pil	Identifying Attitude Determinants in Establishing Service Design Projects on Deprived Communities, in Suburban Area of Kuching Sarawak
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Ahmad Azaini Abdul Manaf, Mohd Kamal Othman, Mohd Rosli Arshad	Freelancing in Animation in Industry, Votality and Alternative Permanent Working Mode Factors Among Students and Graduates
11:20 am - 11:30 am	Mohamad Razeef Shah, Ahmad Rafi, Vimala Perumal	A Conceptual Model of Malaysian Computer Animation Storytelling
11:30 am - 11:40 am	Dahlan Abdul Ghani, Nur Fathin Shamimi Jafri & Luqman Zulhilmi Abdul 'Alim	The Importance of Pipeline Production inside "Upin Ipin" Malaysian Animated Film
11:40 am - 11:50 am	Dahlan Abdul Ghani	Uncanny Valley of Life: The Existence in 3D Animation in Shadow Puppets Theatre
11:50 am - 12:00 pm	Darmakesuma Rusli Iskandar & Dahlan Abdul Ghani	Depth of Field (DOF): The Art of Rendering and Cinematography in Realm of Animation
12:00 pm - 12:10 pm	Q & A Session	

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Parallel Sessions: PERFORMING ARTS - THEATRE
Day 1: Virtual Room C

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Nur Qasdina Jeeta Abdullah Rapporteur: Mr Mohd Sharizam Hamzah	Introduction of Presenters
09:15 am - 09:25 am	Norsyahbany Mansor & Qistina Donna Lee Abdullah	Hypotheses Testing on the Validity of Effective Communication and Common Motif of Selayah Keringkam
09:25 am - 09:35 am	Norzizi Zulkafli	The Development of Mak Yong in Istana Budaya 2003-2019
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Muhammad Azri Ali & Atta Indrawani Zaini	Sarawak Cultural Village: Understanding Relationship Between Auditorium Design and Performance Structure
11:20 am - 11:30 am	Muhammad Azri Ali, Muhammad Qawiem Hamizan, Musdi Hj Shanat, Mohd Affendi Azizan	Adapting the late Tan Sri Pehin Sri Haji Adenan Satem Life and Philosophy into Stage Performance Context
11:30 am - 11:40 am	Muhammad Qawiem Hamizan, Abdul Walid Ali & Ahmad Kamal Bashah Sallehuddin	Dokumentasi tradisi lisan dalam cerita rakyat untuk orang Melayu di Sarawak untuk persembahan teater
11:40 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Cheng Xiaochun & Musdi Hj Shanat	A Study on the Visual Elements of Shadow Puppets in Southwest China
12:10 pm - 12:20 pm	Abdul Riezal Dim & Goh Teck Joo	Chinese Shadow Play: The Origin of Puppetry Theatrical Performances
12:20 pm - 12:40 pm	Q & A Session	

17 August 2021

Parallel Sessions: DESIGN TECHNOLOGY (PART 1)
Day 1: Virtual Room D

TIME	PRESENTER	TITLE OF PAPER
09:00 am - 09:15 am	Moderator: Dr Salmiah Abdul Hamid Rapporteur: Dr Terry Lukas	Introduction of Presenters
09:15 am - 09:25 am	Nur Shadahtul Samsoll, Saiful Bahari Mohd Yusoff & Zalina Ibrahim	Exploring the Sago Based Product Innovation and Commercialization Values for Sago Based Biscuits in Sarawak
09:25 am - 09:35 am	Fairol Tajuddin Suhaili & Saiful Bahari Mohd Yusoff	Design Exploration of Culvert-Proka Concrete Artificial Reef in Sarawak, Malaysia
09:35 am - 09:45 am	Q & A Session	
10:00 am - 11:00 am	LAUNCH OF ICACA 2021	
11:10 am - 11:20 am	Amir Hassan Mohd Shah, Musdi Hj. Shanat & Muhyiddin Mohammed	Digital Tape Drawing for Automotive Design: Alternative Technique for Proportion Studies Among Industrial Design Students
11:20 am - 11:30 am	Li Ya & Faridah Sahari	The Application of Regional Culture in Urban Public Space Design
11:30 am - 11:40 am	Siti Shukhaila Shaharuddin & Marzie Hatef	Sustainable Childrenswear With Zero-Waste Fashion Design
11:40 am - 11:50 am	Romio Ding & Saiful Bahari Mohd Yusoff	Kajian Rekabentuk Produk Sangkar Ikan UNIMAS Sebagai Produk Pelancongan di Murum, Sarawak
11:50 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Moderator: Dr Salmiah Abdul Hamid Rapporteur: Dr Terry Lukas	Introduction of Presenters
12:10 pm - 12:20 pm	Wang Zheng & Louis Ringah Kanyan	Chinese Generation-X Preference for Latin-based Typography Brand Identity in Chinese Domestic Market
12:20 pm - 12:30 pm	Azwan Abidin & Noorhaslina Senin	No-Code Ecosystem Practices- Translating Design Student Views of Crafting Interactive Design
12:30 pm - 12:40 pm	Wang Zheng & Louis Ringah Kanyan	The Revival of Collectivism in Graphic Design: Standardization of Chinese Store Signage
12:40 pm - 12:50 pm	Louis Ringah Kanyan & Mohd Najib Abdullah Sani	Symbolism of the Dayak Motif on Sarawak Banknotes
12:50 am - 01:00 pm	Q & A Session	

17 August 2021

**Parallel Sessions: SUSTAINABILITY OF CULTURAL HERITAGE
Day 1: Virtual Room E**

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Associate Professor Dr Noria Tugang Rapporteur: Mr Abdul Walid Ali	Introduction of Presenters
04:15 pm - 04:25 pm	Aimuni Athirah Latif & Qistina Donna Lee Abdullah	Factor Analysis of Tourism Apps Features by Tourist in Kuching, Sarawak
04:25 am - 04:35 pm	Doris Maying, Awangko' Hamdan Awang Arshad, Yakup Mohd Rafee, Mohd Affendi Azizan & Mohamad Zamhari Abol Hassan	Visual Experiential in Digital Documentation for Rural Tourism Promotion of Ba'Kelalan, Sarawak
04:35 pm - 04:45 pm	Fandi Ahmad Syah Amir Syah & Khairul Aidil Azlin Abd Rahman	Analysis of Grassroots Innovation Practice towards Sustainable Development in Malaysia.
04:45 pm - 04:55 pm	Noria Tugang & Ngalih Tinggi	Challenges of Handicraft Products Marketing and Promotion Amongst Iban Entrepreneurs in Sarawak
04:55 pm - 05:05 pm	Mohd Sharizam Hamzah, Muhammad Nazirul Afiq Mohd Zulkafli & Muhammad Jazlan Ahmad Khiri	Sustainability on Wayang Kulit Kelantan: Issues and Challenges Facing Tok Dalang Napi Komando
05:05 pm - 05:15 pm	Zhang Yun & Musdi Shanat	Tourism Revitalizing Path and Innovative Development Strategies of Traditional Craft Cultural Heritage
05:15 pm - 05:25 pm	Rahah Hj. Hasan, Faridah Sahari & Anissa Abdul Aziz	New Concept and Approach for Art Exhibition in Contemporary Development of Modern Art in 2020
05:25 pm - 05:45 pm	Q & A Session	

17 August 2021

Parallel Sessions: FINE ARTS
Day 1: Virtual Room F

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Mr Awangko Hamdan Awang Arshad Rapporteur: Mr Anuar Ayob	Introduction of Presenters
04:15 pm - 04:25 pm	Hishamuddin Siri, Mohd Zahuri Khairani & Hakimi Halim	Digital photography and the future of photography culture
04:25 am - 04:35 pm	Sunyoung Park	Breaking New Boundaries
04:35 pm - 04:45 pm	Anuar Ayob & Aslina Mohd Jainal	Pemetaan Visual Aplikasi Realiti Maya 360° Secara Interaktif Menerusi Peranti Pintar
04:45 pm - 05:00 pm	Q & A Session	
05:00 pm - 05:10 pm	Adi Bunyamin Zamzamin	Poptastic Factors Influencing the Purchase of Funko Pops among Malaysian Toy Collectors
05:10 pm - 05:20 pm	Sylvester Wielding Jussem, Yakup Mohd Rafee, Awangko' Hamdan Awang Arshad, Hishamuddin Siri & Mohamad Zamhari Abol Hassan	Traditional Bario Salt Making Based on Visual Experiences
05:20 pm - 05:30 pm	Anissa Abdul Aziz, Rahah Hj. Hasan, Mohd Shahrizam Hamzah & Yakup Mohd Rafee	Outdoors in the Sense of Place and Identity of Local Community: The Setting for Public Art
05:10 pm - 05:25 pm	Q & A Session	

17 August 2021

Parallel Sessions: PERFORMING ARTS - MUSIC (PART 1)
Day 1: Virtual Room G

TIME	PRESENTER	TITLE OF PAPER
04:00 pm - 04:15 pm	Moderator: Dr Connie Lim Keh Nie Rapporteur: Mr Aliffazraie Jali	Introduction of Presenters
04:15 pm - 04:25 pm	Hasnizam Abdul Wahid, Hellenda Harmon, Tarmiji Masron, Ramlah Zainuddin & Taha Wahab	Sustaining Local Content with Technology A Case Study on Exploring Soundscape and Sound Mapping – The Bako National Park Project
04:25 am - 04:35 pm	Zhang Mingchen & Connie Lim Keh Nie	Expect the Unexpected Power of Memetic Music A case study of #XueHuaPiaoPiao Hashtag as a Viral Phenomenon in Social Media in a Pandemic Time
04:35 pm - 04:50 pm	Q & A Session	
04:50 pm - 05:10 pm	Laura Pranti Tutom & Yoesbar Djaelani	Respons Terhadap Karya <i>Timang XekorY</i>
05:10 pm - 05:20 pm	Ezra Alfandy M Duin & Yoesbar Djaelani	Motif paluan asli 'Magagung' gong kaum Kadazan di Penampang
05:20 pm - 05:30 pm	Yoesbar Djaelani & Laura Pranti Tutom	Aspek <i>Cadenza</i> yang Dimiliki <i>Introduction</i> Keroncong Asli (Vorspiel) di Indonesia
05:10 pm - 05:25 pm	Q & A Session	

CONFERENCE SCHEDULE

SUSTAINABILITY AND LEGACY OF CREATIVE ARTS

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08:30 am - 09:00 am	Registration
09:00 am - 10:45 am	Plenary Sessions: Keynote Speaker: Associate Professor Dr. Hasnul Jamal Saidon Keynote Speaker: Mr. Joe Sidek Keynote Speaker: Dr. Geneviève Gamache Invited Speaker: Mr. Muhamad Azri Ali <i>Moderator: Assoc. Prof. Dr. Wan Jamarul Imran Wan Abdullah Thani</i> <i>Rapporteur: Ms Doris Maying</i>
10:45 am - 11:00 am	Q and A Session
11:00 am - 01:00 pm	Parallel Session A (Film Studies) Parallel Session B (Media Technology & Innovation) Parallel Session C (Performing Arts - Music part 2)
01:00 pm - 02:00 pm	Lunch Break
02:00 pm - 04:30 pm	Parallel Session D (Creative Arts Education) Parallel Session E (Design Technology part 2)
04:30 pm - 05:30 pm	RoundTable Discussion & Closing of ICACA 2021 <i>Moderator: Dr Abdul Riezal Dim</i>

18 August 2021

Parallel Sessions: FILM STUDIES
Day 2: Virtual Room A

TIME	PRESENTER	TITLE OF PAPER
11:00 am - 11:15 am	Moderator: Mdm Candida Jau Emang Rapporteur: Mr Abdul Walid Ali	Introduction of Presenters
11:15 am - 11:25 am	Nor Mazlina Ghazali, Azzahrah Anuar, Edris Aden, Fatahyah Yahya	Gaining Awareness on Mental Illness Among Society in Malaysia – A Study of Use Film and Drama
11:25 am - 11:35 am	Marzuki Abdullah & Ahmad Azaini Abdul Manaf	Interpretasi Hermeneutik Terhadap Teks Visual Dalam Filem <i>Lapan Belas Puasa</i> Di Kampung Pisang
11:35 am - 11:45 am	Sydney Thomas Sibangan, Teo Miaw Lee & Candida Jau Emang	Representation of the 'Other' in Malaysian Film: Kadazandusun Identity in Sabah Indigenous Telemovie
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Mohd Fakrudin Md Rosli	Pemeliharaan Kandungan Digital Audiovisual
12:10 pm - 12:20 pm	Abdul Riezal Dim, Mohd Fakrudin Md Rosli & Goh Teck Joo	Untold Story about Legendary P. Ramlee Hopes on Colour Film Production: Methodologies Implementation
12:20 pm - 12:30 pm	Aliffazraie Jali, Teo Miaw Lee, Yow Chong Lee & Qistina Donna Lee	Repatriating Malaysian Identity Through Film Archiving
12:30 pm - 12:50 pm	Q & A Session	

18 August 2021

**Parallel Sessions: MEDIA TECHNOLOGY / INNOVATION
Day 2: Virtual Room B**

TIME	PRESENTER	TITLE OF PAPER
11:00 am - 11:15 am	Moderator: Dr Terry Lukas Rapporteur: Ms Puteri Ariana A. Mohd Puat	Introduction of Presenters
11:15 am - 11:25 am	Mohd Affendi Azizan, Yow Chong Lee, Mohamad Zamhari Abol Hassan & Muhammad Azri Ali	Prospektif Pengaplikasian Video "Augmented Reality" Sebagai Kaedah Promosi Ekopelancongan di Sarawak
11:25 am - 11:35 am	Syahrul N. Junaini, Musdi Shanat, Rehman Ullah Khan, Mohamad Faizuan Mat & Zamhar Iswando Ismail	Design of Augmented Reality Tools for Enhancing Art Gallery and Museum Visitors Experience – A systematic Review
11:35 am - 11:45 am	Lee Dong-Hun & Lee Sung-Pil	Product Service System(PSS) Business Model of Beauty Device
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Mohamad Zamhari Abol Hassan, Yakup Mohd Rafee, Hishamuddin Siri	Dokumentasi Visual bagi Pengenalan Teknologi Multimedia di Pa 'Umor, Bario, Sarawak
12:10 pm - 12:20 pm	Yow Chong Lee, Connie Lim Keh Nie, Chow Ow Wei, Candida Jau Emang, Abdul Riezal Dim, Mohd. Affendi Azizan and Aliffazraie Jali	Post-Pandemic Media Contents Consumption: An Observation through Virtual Ethnography
12:20 pm - 12:40 pm	Q & A Session	

18 August 2021

Parallel Sessions: PERFORMING ARTS - MUSIC (PART 2)
Day 2: Virtual Room C

TIME	PRESENTER	TITLE OF PAPER
11:00 am - 11:15 am	Moderator: Ms Ng Sie Ai Rapporteur: Mdm Syarafina Abdullah	Introduction of Presenters
11:15 am - 11:25 am	Wu Tong & Connie Lim Keh Nie	Musicalizing Intangible Cultural Heritage in Ningxia, China : an observation in North Wu Dang Temple Music in Shizuishan City
11:25 am - 11:35 am	Zhuang Qingyang & Connie Lim Keh Nie	Western Influence in Chinese Composition: A Study of Chen Qigang's Musical Works"
11:45 am - 12:00 pm	Q & A Session	
12:00 pm - 12:10 pm	Augustine Aundree Anak Lia, Sie-Ai Ng & Sock-Siang Thia	Case Studies of Two Chinese Opera Troupes of Yi Sing Fukien Dramatic Association and Huang Ling of Kuching, Sarawak: Issues, Challenges and Strategies of Overcoming
12:10 pm - 12:20 pm	Dong Erpeng & Connie Lim Keh Nie	Exploring Chinese Piano Music Composition An Analysis of Zhang Zhao Piano Album
12:20 pm - 12:40 pm	Q & A Session	

18 August 2021

**Parallel Sessions: CREATIVE ARTS EDUCATION
Day 2: Virtual Room D**

TIME	PRESENTER	TITLE OF PAPER
02:00 pm - 02:15 pm	Moderator: Mr Yow Chong Lee Rapporteur: Ms Doris Maying	Introduction of Presenters
02:15 pm - 02:25 pm	Su-Hie Ting, Saiful Bahari Mohamad Yusoff, Nancy Kissam	Positioning of the Research Problem in Creative Arts Thesis
02:35 pm - 02:45 pm	Yakup Mohd Rafee, Anissa Abdul Aziz & Mohamad Zamhari Abol Hassan	Fine Art Studio-Based Learning Experience through Augmented Reality and Virtual Gallery
02:45 pm - 03:00 pm	Q & A Session	
03:00 pm - 03:10 pm	Azzahrah Anuar, Nor Mazlina Ghazali, Nur Qasdira Jeeta Abdullah & Syarafina Abdullah	Perception of Students towards Bully Awareness through Drama in Education
03:10 pm - 03:20 pm	Florene Ejot Masanat & Musdi Hj Shanat	Character Analysis of Ensera Wat Bujang Sugi Through Vladimir Propp and Visual Analysis by Edmund Burke Feldman Theory
03:20 pm - 03:30 pm	Q & A Session	

18 August 2021

Parallel Sessions: DESIGN TECHNOLOGY (PART 2)
Day 2: Virtual Room E

TIME	PRESENTER	TITLE OF PAPER
02:00 pm - 02:15 pm	Moderator: Dr Faridah Shari Rapporteur: Mr Azwan Abidin	Introduction of Presenters
02:15 pm - 02:25 pm	Xie XuanNa & Lee Sung-Pil	Product Service System (PSS) approach in High competitive Sharing Accommodation: A comparative study on AirBnB and Tujia
02:25 pm - 02:35 pm	Zhang Shuhua, Musdi Hj. Shanat & Qistina Donna Lee Abdullah	The Modeling Classification of the Crown of Aristocrat Women of Song Dynasty
02:35 pm - 02:45 pm	Long JiaXing, Long DaiDi, Zhou WenYuan, Wang YiFan & Lee Sung-Pil	Product Service System (PSS) based Smart Sleep Business Model
02:45 pm - 02:55 pm	Bang Songhee & Lee Sung-Pil	Participants Insights on Business Models for Urban Community: A Case Study From Urban Regeneration Projects in Korea
02:55 pm - 03:10 pm	Q & A Session	
03:10 pm - 03:15 pm	Moderator: Dr Faridah Shari Rapporteur: Mr Azwan Abidin	Introduction of Presenters
03:15 pm - 03:25 pm	Asadul Islam & Ahmad Azaini Abdul Manaf	Influence of Interactive Technology in the COVID-19 Pandemic
03:25 pm - 03:35 pm	YangYi Liu, Nazlina Shaari, Noor Azizi Mohd Ali, Velu Perumal	Characteristics of Batik Pattern of Miao Ethnicity in Xiangxi, China
03:35 pm - 03:45 pm	Fauzi Naeim	Digital Human and Mechanical Oppression in Psycho-Pass
03:45 pm - 03:55 pm	Azwan Abdul Karim & Fauzi Naeim	Towards Tactile Transformative Sculpture: Concept and Works
03:55 pm - 04:20 pm	Q & A Session	

Representation of the ‘Other’ in Malaysian Film: Kadazandusun Identity in Sabah Indigenous Telemovie

Sydney Thomas Sibangan¹

Teo Miaw Lee²

Candida Jau Emang³

Universiti Malaysia Sarawak

ABSTRACT

As a nation of multicultural society, Malaysia consists of various ethnic group with different background. From a national context, the need for racial integration into a singular national identity is crucial to structure unity among the people in Malaysia. With strict supervision from the local government, film in Malaysia plays a significance role to incorporate the diverse society by portraying the accepted Malaysia national identity. However, the concept of national identity is based on ‘imagined’ assumption, as the Malaysia national cinema are largely dominated and exclusively representing the Malay majority. This resulted in the lack of representation toward ‘other’ ethnics in film especially the indigenous of Sabah. By referring to Benedict Anderson’s theoretical framework of “imagined communities”, this paper attempts to situate Sabah indigenous film within the context of Malaysia national cinema and argue the distinction of self-identification possess by the Sabah indigenous. This is accomplished through analysing two Kadazandusun telemovies produced by Alfred Ujin. The paper concludes the indigenous ethnic in Sabah identified themselves separately from the national identity. The indigenous filmmaker utilised film to expressed their identity through the depiction of indigenous language, culture and value.

Keywords: Sabah filmmaking, Indigenous filmmaking, Kadazandusun identity, telemovie, film studies.

Sustainable Childrenswear With Zero-Waste Fashion Design

Siti Shukaila Shaharuddin¹

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ABSTRACT

The purpose of this study is to focus on the creative techniques in zero-waste fashion design as an approach to address sustainability in the young childrenswear industry. Annually, more than billions of dollars of fabric wastes are being discarded in landfills from young childrenswear production. The zero-waste concept for young children's clothing can be implemented in a variety of ways, to increase productivity by eliminating variables that contribute to fabric waste production. Following an analysis of the issues that have arisen in the design of young children's clothing, fashion collections focused on zero-waste techniques have been created. To create a range of zero-waste fashion trends, an innovative approach is needed. Therefore, the zero-waste designs were created and expected to minimize fashion waste. As a result, the findings can be employed as a guideline for fashion designers, pattern makers and manufacturers to help them make better design selections and encourage the growth of innovative design in zero-waste childrenswear. The findings could be utilized in different apparel products to help reduce environmental pollution and resource depletion problems related to the apparel industry.

Keywords: Creative design; Childrenswear collection; Sustainable fashion; Young children’s clothing; Zero waste design.